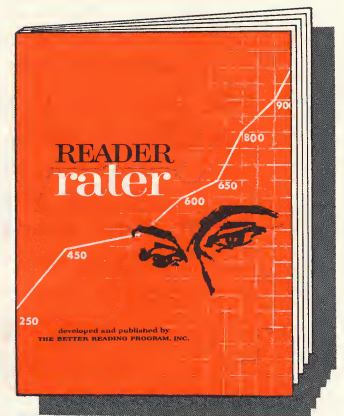


How fast can you read?

HOW MUCH DO YOU UNDERSTAND?

How much do you remember?



NOW...you can quickly find out with this unusual *Free Gift*

It's the READER RATER - a fascinating, new kind of book that will quickly and accurately measure your speed, retention, vocabulary and a dozen other vital skills in a series of short, revealing quizzes.

What's it worth? About \$3.00, if you could buy it - but a hundred times more in the valuable discoveries you are bound to make about your reading habits and any hidden faults that limit your present capacity.

WHY DO WE NOW OFFER IT TO YOU -- ABSOLUTELY FREE?

To introduce you and your family to the most rewarding approach to better, faster and more retentive reading ever developed...

The RAPID READING KIT, a famous self-help program now proven so easy and effective, it's GUARANTEED in writing to at least DOUBLE your capacity for reading ... IN LESS THAN 20 DAYS!

And, as a parent, you may be glad to learn that the VISUALIZER, the newly perfected "teaching machine" now used in our system, can help even first-graders advance by several full grade levels in reading performance.

Indeed, in minutes a day it can teach anyone to comprehend entire phrases at a glance - the very same method with which we helped the late President Kennedy reach 1,200 words a minute. (See enclosed news story.)

NOW, SEE HOW EASILY YOU CAN DO IT - AT NO RISK OR EXPENSE!

The reliability of the RAPID READING KIT has now been tested in over 250,000 private homes with results so startling, we now invite you to...

Try it FREE for 7 DAYS! Boost your speed by 30% or more in your very first week, or pay nothing ... and keep the valuable READER RATER for giving this unusual program a chance to prove itself.

Yes, mail your FREE TRIAL CERTIFICATE now. Within 7 days after you receive this program it must have you well on your way to a lifetime of faster, easier reading - or it costs you absolutely nothing!

Over, please...





We ask you to try this program so we can remove any skepticism you now may have about our uncommon claims for it...and the most sensible way to do this is to have you experience the extraordinary results for yourself.

See for yourself how quickly and surely this amazing new method can boost your reading power while erasing any faults that now hold you back:

No more reading WORD-by-WORD! No more REreading to find lost thoughts. No more mind wandering...nor dozing. No more need to skip words or sacrifice meaning when you want to speed up!

Imagine the satisfaction you'll feel when suddenly you can devour an entire book in one evening - with more understanding and pleasure than ever before. Think how gratifying it will be when soon all those papers, books, and magazines no longer have to pile up, UNREAD, around your home or office.

THOSE WHO READ MORE, KNOW MORE ... AND THUS, ACHIEVE MORE!

Knowledge is power! And nothing can expand your knowledge so much as a capacity to read more swiftly, widely and well. By keeping you more fully informed about everything that interests you, it will add new brilliance to your conversation, authority to your opinions and force to your personality. Nor can anything do more to increase your pleasure and enrich your life.

Indeed, there is no more positive way to extend your horizons, advance your career, elevate your status - and ENLARGE YOUR INCOME. Nor can any other investment of so little time or money bring you such bountiful rewards -- immediately, and in all the challenging years ahead!

HOW CAN THIS ONE PROGRAM HELP YOU GAIN SO MUCH, SO QUICKLY?

In recent years, startling discoveries have been made about the way our eyes behave while reading. For example, you may feel as if your eyes move smoothly across each line of print. But they don't. Actually, they move in a series of rapid stops and starts...

Your eyes must STOP and FOCUS to flash a clear image to your brain. Most readers will stop to focus on every word - like this. But good readers make half the stops and COMPREHEND WHOLE PHRASES.

Better readers can absorb more meaning, faster - because the human brain can grasp more understanding from words seen in groups than it can tediously piece together the limited meaning of each separate word!

The VISUALIZER helps you master phrase reading with surprising ease. It trains your eyes to seize ever larger groups of words - at split-second speeds. Thus, you're able to take ever larger visual bites from every printed page - with better mental digestion. Designed to improve your visual speed and span the exact amount you need at each 10-minute session, you get dramatic, measurable results the first time and every time you use it.

■ "... conducted six courses with your kits ... on the average the participants have increased speed at least 100%." D. R. Burdick, Chief, Training Branch, U.S. TREASURY DEPARTMENT, I.R.S., Seattle, Wash.

■ "... your program is neatly arranged, wonderfully easy to follow and the VISUALIZER a stroke of genius." I. X. Burg, Encino, California.

■ "I've been using your kit with marvelous results. As a student at UCLA you can understand what this improvement means to my studies." Donald L. Klein, UNIVERSITY OF CALIFORNIA AT LOS ANGELES.

■ "In a speech I gave last week, I made repeated references to your program and the benefits I got." H. G. Wichser, Indianapolis, Ind.



### EXACTLY WHAT KIND OF RESULTS CAN YOU EXPECT?

This low cost, simple yet exceptionally dependable method has already helped tens of thousands of adults and young people across America:

WESTINGHOUSE, BELL TELEPHONE, REMINGTON RAND, etc.; schools and colleges; the military and government -- all report it has more than DOUBLED speed while vastly improving comprehension and other vital skills. In just 4 weeks, it advanced 103 ninth-graders in Utah by more than three entire grade levels in reading ability!

Results like these, plus the many favorable comments from the 250,000 homes in which the RAPID READING KIT was also tested, now enable us to offer you this exciting new program - fully backed by the unprecedented guarantee attached to your FREE TRIAL CERTIFICATE.

### WHO IS RESPONSIBLE FOR THIS REVOLUTIONARY NEW PROGRAM?

The Better Reading Program has been a leading pioneer of advanced systems and materials for improving reading since 1950. In the past 16 years, our staff has helped people of all ages and occupations with courses we conducted at CHRYSLER, BORG-WARNER, AMERICAN AIRLINES and 100 other giant firms, at our own schools, and with materials we have developed for children.

Due chiefly to the expensive equipment needed, our earlier programs cost \$100 per person and required 24 class visits.

However, for many years our staff has been working on a simpler, more practical approach which would reduce the high cost and eliminate the need for class attendance - but prevent any loss in effectiveness. Recently, in perfecting the VISUALIZER, we made the final, important breakthrough.

In countless tests, the VISUALIZER has produced results that actually surpass the expensive instruments it was designed to replace. Yet, it is so modest in cost, it is now included in every Rapid Reading Kit - along with other proven materials refined from our \$100 programs. So, every member of your family can now get maximum benefits from this one, low cost program.

With all the challenge of a game, this improve-at-home approach is rewarding fun and keeps interest at a peak for everyone. And, with no classes to attend, no tests to mail - you just don't fall behind!

HERE'S WHY OTHER PROGRAMS HAVE YET TO GUARANTEE RESULTS LIKE OURS... EVEN THOSE THAT COST MANY TIMES THE PRICE OF THE RAPID READING KIT!

The VISUALIZER is the heart of our program. It utilizes a scientific principle proven by the U.S. ARMED FORCES in training millions to instantly identify ships and planes. A refinement of the first device to successfully apply this principle for improving reading - it is our exclusive development! Thus, other programs still rely upon more costly machines, or on methods that demand more time and effort than ours - but have yet to guarantee any better, quicker or more lasting results despite their higher costs.

Over, please...

■ "... have used your program here for two years and have the very highest praise... We recommend your course without reservation..." R. B. Morgan, ADULT PROGRAM DIRECTOR, YMCA, CENTRAL BRANCH, WASH. D.C.

■ "I received my kit two days ago and am already astounded with my progress." C. W. Davis, Miamisburg, Ohio

■ "It will do every thing you claim, and then some. As proof, am buying kits for entire department..." I. Kiem, HELENE CURTIS CO.

■ "... a devoted user of your materials in my reading classes ... also recommend purchase of your Kits to parents whose children will profit." Mrs. J. Mallis, JAMES LICK HIGH SCHOOL, San Jose, Calif.



**ACT NOW! ENJOY THIS TRULY ASTONISHING HELP - IMMEDIATELY!**

Try this remarkable program free! Within just seven days you must be delighted with your results and all this program can do for you, or simply return it at no cost or obligation - but keep the instructive, revealing READER RATER as our thanks to you for giving our program a fair trial.

But you must act promptly! This special offer will expire in 14 days. The liberal low price for this complete program may never be repeated, and it will cost considerably more if later sold in retail stores.

So don't delay! Swifter, wider reading is a necessity if you want to get ahead in today's rapidly changing world. Don't deny yourself or your children the vital advantages of this program. Send your FREE TRIAL form in the handy, postpaid-airmail envelope enclosed. Do it today!

Yours for better reading,

*Ann Blair*

(Mrs.) Ann Blair, Registrar

AB:sw

**P.S.** If you prefer, save even more by sending payment with your order. See your Free Trial Certificate for the cash saving and extra bonus you get. **(Also save on your income taxes:** If you use this program to improve skills for your business or employment, it is fully deductible.)

*Parents Note!*

**INSURE**  
**your child's success**  
**with extra reading help**  
**NOW!**

Vast differences in reading ability will be found in any group of readers. Yet, in today's crowded schoolrooms, the instruction is paced for an *entire group*—despite the fact that it is often too *fast* for some, too *slow* for others.

Even in schools where up to date aids like the VISUALIZER are used, equipment is shared by the group—depriving most students of enough practice to realize the full benefits.

So the odds are slim that in school your own child will get the personal attention and help so sorely needed to develop his or her full, inborn capabilities for reading and study.

Fortunately, students in grade school, high school or college can now get the *unrestricted*

practice and *private* help they need in these crucial skills with the materials included in the Rapid Reading Kit.

Tests of these materials at various school grade levels prove they can advance even the slowest student by a full grade level or more in reading performance—in just a few weeks.

Even if your child now ranks as a superior reader at school, impressive improvement can be made with the help of this program. Since teaching methods now vary so widely, you may be unaware that at other schools students of the same age group may far surpass your child in terms of reading performance.

A shocking 57% of college hopefuls were not accepted this year because they couldn't read well enough or fast enough. Don't let this happen to your child. Prepare your child for the fierce competition ahead. Give your boy or girl this essential, extra reading help *now*.

**SPECIAL NOTE:** This program also includes FREE consultation service, if needed, for up to six months from the date of enrollment.



# **SPECIAL REPORT**

SEE THE NEWS STORY INSIDE  
... ALSO PROFESSIONAL  
ENDORSEMENTS ON BACK

**HOW  
PRESIDENT  
KENNEDY  
USED  
OUR METHOD  
TO BOOST HIS  
READING SPEED  
TO  
1200 WORDS PER MINUTE!**



a reprint from the *Chicago Daily News*.  
May 13, 1961

## PRESIDENT DEVOURS BOOKS, PAPERS, MAGAZINES Johnny Can Read...and Does \*

BY ESTHER WOHL *Chicago Daily News Service*

WASHINGTON—Down on the ground floor of the White House, beneath the public rooms, is a library. Books line the room all the way round. They are on loan from the Library of Congress, sent at the request of President Kennedy. They cover all kinds of subjects.

This Johnny can read. He reads newspapers first thing in the morning. Between appointments all during the day he snatches the meat out of magazine articles or government reports. At night—except when social necessities require him—and on weekends at Glen Ora, he settles down with a book.

He buys books, although they “haven’t seen him lately” out at the Saville Book Shop in Georgetown, near his pre-Presidential house. Most of the books are supplied by the Library of Congress, which, when he moved into the

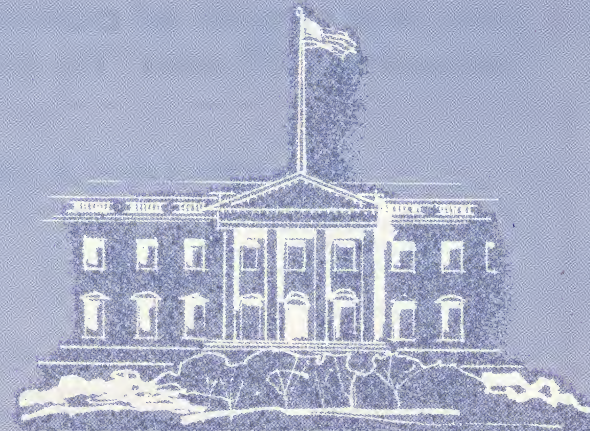
White House, put 200 books about the presidency on the empty shelves in the Cabinet Room.

There are books in his private quarters in the White House, with library accommodations in his office. His private books were taken from the Georgetown house to Glen Ora...

\* \* \*

The President, about 1954 or 1955, attended meetings of the Foundation for Better Reading\*, in Baltimore... President Kennedy attended a few classes in speed reading, then, having picked up the idea, continued to practice speed in reading.

He isn’t sure, but thinks that at the beginning of the course he could read something better than the average of 250 words a minute. He increased his speed to a fast 1,200 words a minute...



**\*Note:** IN 1958, our name was shortened to the **Better Reading Program**.

Since the time when our late president attended this program, the method has been further improved and simplified.

The result: Today, more than 250,000 men, women, and school-age youngsters have made extraordinary improvement in their reading speed and comprehension quickly and easily—in the privacy of their homes—with the now widely acclaimed **Rapid Reading Kit**.

Join the thousands who have already become rapid, skillful readers this easy, proven way. To examine and test how much this same program can help you—mail your **Free Trial Certificate** promptly.

over, please...

(Though not everyone can equal the startling results achieved by our late president, you are guaranteed that you can at least double your reading capacity.)



- these letters reprinted with the permission of Rev. J. Donovan.
- they are typical of comments from educators all over the world.

### *College of Our Lady of the Ozarks*

Better Reading Program, Inc.  
230 East Ohio Street  
Chicago, Illinois

OBLATE FATHERS

CARTHAGE, MISSOURI

Dear Mr. Warren:

In the middle of February, I ordered, with some skepticism, one of your Rapid Reading Kits. Receiving the kit, I began working with two senior high school students. On February 21st, each was reading at the rate of about 265 words per minute. Today, each is reading at about 500 words per minute. The thrill they have received from this progress is almost unimaginable.

The success of these two students has been widely broadcasted among the other students. With the aid of only one kit, I cannot help all the other interested students.

Please rush me the information on bulk orders.

Sincerely yours,

*Fr. James Donovan, O.M.I.*

Rev. James Donovan, O. M. I.

Please send me another 35 Reading kits.

Of the 100 kits I purchased last May, I have only three left. The kits that I sold have traveled to all parts of the country. Most of these kits were sold to our students who come here from 18 different states.

Next week, I am to discuss this reading program at the two diocesan teachers meetings. At these meetings will be representatives from all the Catholic schools in the diocese. Could you rush me some literature that I could distribute at these meetings?

Very truly yours,

*Fr. James Donovan, O.M.I.*

Rev. James Donovan, O.M.I. - 30-667

"... delighted with your RAPID READING KIT. After four lessons, I've added 125 words to my reading speed ... anxious to secure several more for the school'..."  
Mrs. G. S. Kennedy, Guidance Counsellor, Pass Christian, Miss.

"Little did I realize so small an investment would bring such benefits and immeasurable satisfaction to so many young people! ... a sizeable number doubled their reading speed and some tripled or more." Mrs. E. L. Sams, Chmn. Dept. of English and Teacher of Developmental Reading, Farragut High School, Chicago, Ill.

"... was so elated with excellent improvement of our students in reading skills, I am most anxious that students here at the Addis Ababa American School have the same opportunity."  
B. Jacobsen, USAID to Ethiopia.

"... highly impressed with the practical and individual application as an aid to both children and adults."  
H. A. Crowe, Canadian School of Reading Development.

"... proved of value to every single member of 92 participating ... uses individual approach and is organized to be eminently successful ..."  
Mrs. M. T. Robinson, Teacher, Logan Junior High School, Logan, Utah.

"... have used the RAPID READING KIT for past five years ... have found it to be an invaluable aid for business executives and professional people ..."  
L. Anapolle, O.D., Pres., Massachusetts Society of Optometrists.

**MAIL YOUR FREE TRIAL CERTIFICATE - TODAY!**

FIRST CLASS  
PERMIT No. 40745  
Chicago, Illinois

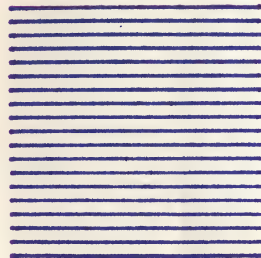
**BUSINESS REPLY MAIL** no postage stamp necessary if mailed in the United States

**VIA AIR MAIL**

Postage will be paid by

*The Better Reading Program*

230 East Ohio Street  
Chicago, Illinois 60611





***Be Sure To Fill Out and Enclose Your  
Free Trial Certificate***

**NOTICE:** It is against regulations to use this envelope for any purpose other than that for which it was intended.



RETAIN THIS VALUABLE  
**GUARANTEE**

(Mail your Free Trial Certificate)

**O**ur Unconditional Guarantee...

This Proven Program Must  
**DOUBLE YOUR READING CAPACITY**  
Or It Costs You Nothing!

We cordially invite you to use the RAPID READING KIT *free* for seven days—so you can examine it and experience the astonishing results for yourself:

1. Within the first week, the program must increase reading speed by *at least 30%* and dramatically improve comprehension—for any reader in your family who tries it.
2. If you then decide to continue with the program, it must *at least DOUBLE* your reading speed and further improve your overall reading effectiveness—all *within less than 20, half-hour sessions*.
3. It must also advance any school-age young people who use it by *one full grade level or more* in reading performance.

If for any reason you are not completely delighted with results, simply return the program at absolutely no cost or obligation to you.



Signed:

President,  
The Better Reading Program

*Steven Warren*

**HURRY! THIS SPECIAL OFFER EXPIRES IN 14 DAYS. ACT NOW!**



FREE  
GIFT

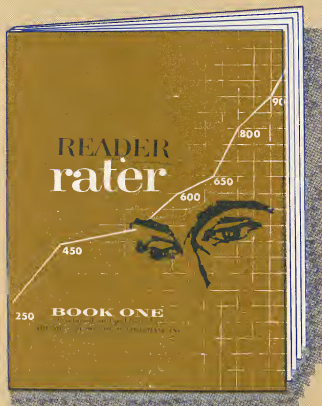
LIMITED  
OFFER

**SPECIAL BONUS—IF YOU ACT PROMPTLY!**

Not Available Elsewhere

# This valuable, revealing **READER RATER** is yours **FREE!**

Discover how you and  
your children rank  
as readers—and how  
you compare against  
population averages...



- "... the Reader Rater is a highly reliable measure of reading speed and comprehension."  
M. Tondow, Dean, CHICAGO TEACHERS COLLEGE

**T**his revolutionary new booklet accurately evaluates your reading abilities: speed, comprehension, vocabulary, etc.—and immediately detects any hidden faults which now hold you back. Simply pin-punch your responses to the brief, entertaining quizzes—and find your results instantly registered on the ingenious, *Self-Scoring Profile*.

**A \$3.00 VALUE—YOURS FREE..**

... if you mail your Certificate within the next 14 days!

**GUARANTEED  
RESULTS**

**ACT  
NOW!**

(DETACH HERE)



SPECIAL  
PRICE

## FREE TRIAL CERTIFICATE

FREE  
GIFT

Entitling You To Special Price plus Valuable Free Gift

(See complete description of program on other side)

Certificate Number:

CHOOSE THE EDITION THAT SUITS YOU BEST: **FT1103-1-2**Check  
One

- ☐ Deluxe BASIC EDITION, for adults and young people of any age...only \$19.95 complete
- ☐ Deluxe FAMILY Edition, includes same contents as above — *plus* extra materials for children in 1st-grade through 7th-grade .....only \$23.95 complete

## TWO EASY WAYS TO ORDER:

Under either plan, mail this certificate within 14 days and you get not only the special introductory price, but you will *also* receive the valuable and instructive READER RATER booklet(s) — *free* to keep even if you later return the program for full refund or credit:

Check  
One

- ☐ Send me the Deluxe Edition I have checked above on approval. After 7 days of free trial use I'll either return it for full credit, or send just: \$4.20 a month for the BASIC EDITION or \$5.00 a month for the FAMILY EDITION — to pay the special introductory price and \$1.05 for shipping costs.
- ☐ SAVE \$1.05 — and also get an EXTRA READER RATER FREE! I enclose just \$19.95 now for the BASIC EDITION or \$23.95 for the FAMILY EDITION — and save shipping costs. *In addition*, I get an *extra* READER RATER (Booklet #2) for eliminating billing costs. (Same guarantee and return privilege with full refund.)

CHECK ONE: ☐ Payment Enclosed ☐ Bill me later ☐ Invoice my companyNAME ☐ Mr. ☐ Mrs. ☐ Miss (Please Print) \_\_\_\_\_

COMPANY NAME (if to be invoiced) \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ Ages of children \_\_\_\_\_

☐ Also send special prices for \_\_\_\_\_ Schools \_\_\_\_\_ Companies \_\_\_\_\_ Other \_\_\_\_\_  
(please describe)

MAIL TODAY! THIS SPECIAL OFFER EXPIRES IN 14 DAYS!

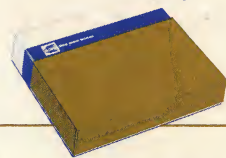
 THE BETTER READING PROGRAM, INC.  
 230 East Ohio Street • Chicago, Illinois 60611
LIMITED  
OFFER

BF

SEE  
OTHER  
SIDE

(DETACH HERE)

The **RAPID READING KIT** comes to you in a handsome, gold box—complete with everything you need for better, faster reading.



## 1. the Visualizer

This newly perfected key to more effective reading takes only a few minutes a day, but gives amazing lifetime results. A remarkably efficient instrument which quickly helps anyone to comprehend entire phrases at each split-second glance.



## 3. Reading Skills Book

Helpful 4-minute exercises which develop many extra time-saving reading skills. Also measures speed and other gains for immediate feed-back of your results at each brief session.



## 5. Improvement Guide Booklet



Easy, step-by-step procedure for adults and young people plus other valuable applications of VISUALIZER for better spelling, vocabulary, etc.

## 2. Practice Slides



Two complete sets (one for adults, one for juniors). Each set contains over 900 special sight-targets for mastering instant comprehension of phrases (up to 5 words long)—at amazing speeds . . . up to 1/100 second!

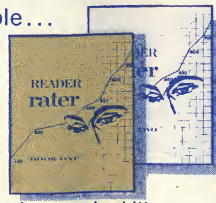
## 4. Progress Records



for session by session tally of VISUALIZER responses and a record of visual perception improvement.

## 6. Two Reader Raters

Also available...



Booklet #1 pin-points essential skill levels at start of program; Booklet #2 measures level on each skill at end of program—plus overall results.